Per-Issue Costs

	128 Pages	% Diff	96 Pages	% Diff	64 Pages	% Diff	32 Pages	% Diff
50,000 print run								
Same Quality Paper As Last Issue	47,232		40,122	15%	33,746	29%	28,048	41%
Medium Grade Paper	42,609	10%	36,506	23%	31,065	34%	26,245	44%
Cheap Paper	39,142	17%	33,802	28%	29,054	38%	24,893	47%
45,000 print run								
(Modest Newsstand Reduction)								
Same Quality Paper As Last Issue	42,300	10%	35,924	24%	30,222	36%	25,119	47%
Medium Grade Paper	38,160	19%	32,694	31%	27,821	41%	23,504	50%
Cheap Paper	35,055	26%	30,272	36%	26,020	45%	22,293	53%
40,000 print run								
(Drastic Newsstand Reduction)								
Same Quality Paper As Last Issue	37,360	21%	31,932	32%	26,864	43%	22,328	53%
Medium Grade Paper	33,920	28%	29,062	38%	24,730	48%	20,893	56%
Cheap Paper	31,160	34%	26,909	43%	23,129	51%	19,816	58%
25,000 print run								
(No Newsstand)								
Same Quality Paper As Last Issue	23,500	50%	19,958	58%	16,790	64%	13,955	70%
Medium Grade Paper	21,200	55%	18,164	62%	15,456	67%	13,058	72%
Cheap Paper	19,475	59%	16,818	64%	14,456	69%	12,385	74%
Notes								
1. Comparisons are to 50,000 run, same paper, 128 pages								
2. Do not include postage								